Virtual assistants support customer relations and business processes

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Agenda

- Virtual assistants
- Customer relations
- Business processes
- Conclusions
Virtual assistants
Virtual assistants

- computer applications
- based on artificial intelligence technologies, such as: Natural Language Processing, Computational Linguistics, Speech Synthesis, etc.
- implemented on the commercial websites of companies
- communication with user: through casual conversation
Virtual assistants

- equipped with an advanced text analysis mechanism
- capable of leading a dialogue in natural language
- graphical representation: visualization
- nonverbal communication through gestures
- a new channel of communication with customers
Customer relations
Customer relations

- A large variety of loyalty programs
  - no longer a novelty for customers
  - do not cause their emotional reactions

- Innovative technology of virtual assistant
  - attracts new customers
  - generates customers excitement
  - encourages customers to repeat their visits on the site
Virtual assistants perceived by customers

- social entities - customers realize that they are talking to "somebody" and not "using something"
- anthropomorphic visual interface is more natural for customers to interact with
- conversations with customers are enriched by nonverbal visual signals
- "human" identity of virtual assistant gives rise to the creation of interpersonal relationships
Additional features

- anyone entering the site is immediately greeted by a virtual assistant and invited to the conversation

- during conversation virtual assistant
  - skillfully collects data and information about users
  - promotes and encourages contact through other channels of communication:
    - instant messaging, mobile phone, mobile devices, off-line information terminals, electronic points of sale, etc.
Business processes
Business processes

- Virtual assistant may be included in supporting business processes
  - call center
  - recruitment
  - technical support

- Virtual assistant's front-end
  - connected to a company's database
  - connected to a company's CRM system
Business processes

- Modeling virtual assistant's workplace depends on a defined set of tasks assigned to the specific post:
  - searching information - a virtual guide on the website
  - customer service (call center, help desk) - virtual consultant
  - public relations - virtual spokesman and representative
  - e-marketing – virtual interviewer
  - human resources - virtual recruiter
Business processes

- Basic example of a business process concerning recruiting new employees with participation of virtual assistant

![Diagram]

1. Start leading a conversation
2. Include job offer presentation in conversation
3. Filter answers
4. Invite chosen candidate to official interview

- Interlocutor skills
- Required skills
- Responsibilities
- Job offer

Decision:
- [yes] candidate recruited
- [no] interview agreed?

[Diagram steps and decision points explained and connected as per flowchart]
Conclusions
Conclusion

Virtual assistants

- establish and maintain Internet-based customer relations
- may be included in supporting e-business processes
- allow companies to
  - offer innovative services
  - increase the capacity of contact with customers
  - create new customer relationships
  - increase customer satisfaction
Conclusion

Virtual assistants offer unlimited potential of adjustment to the field of use:

- **business electronic services**
  - e-commerce, e-consulting, e-learning, e-marketing, e-banking, etc.

- **public sector**
  - websites of ministries, government institutions, tax offices, scientific organizations, educational institutions
Thank you for your attention!